College of Business

Undergraduate Business Advising Center

Business Analytics Minor

Effective Fall 2024

The amount of data flowing from, to, and through enterprises of all sorts is enormous, and growing rapidly—more rapidly than the capabilities of organizations to use it. Successful enterprises are those that make effective use of the abundance of data to which they have access: to make better predictions, better decisions, and form better strategies. Business analytics—which encompasses a variety of techniques to extract useful information from different sources of data—is being embraced at an increasing rate by organizations that need to gain actionable and forward-looking insight from their data. The minor in business analytics will provide students with the cutting-edge knowledge and skills they need to use and gather data to identify, understand, and deliver insights that internal and external clients find vital to organizational success.

A student wishing to minor in Business Analytics must file a Minor request petition (obtained in the Undergraduate Business Advising Center). At least nine (9) upper division units must be taken in residence.

To earn a minor in Business Analytics, a student must have a minimum 2.0 ("C" average) grade point average in the courses presented for the minor, with a minimum acceptable grade for any course being a "C-"

Business Analytics Minor Requirements (15 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
Required (12 units):				
DS 101 – Introduction to Business Analytics				(MATH 24 and STAT 1)
DS 102 – Foundation & Tools for Business Analytics				(MATH 24 and STAT 1)
DS 110 – Data Mining for Business Analytics				(DS 101 or STAT 103 or ENGR 115) **AND** (DS 102 or instructor consent)
MIS 183 – Business Intelligence Applications				
Select a total 3 units from the following (3 units):				
DS 105 – Decision Analytics				(MATH 24 and STAT 1)
DS 115 – Advanced Business				(DS 110)
MIS 163 – Business Process Engineering & ERP				
MIS 181 – Machine Learning Applications				(DS 101 and MIS 150)
ACCY 143 – Accounting Data Analytics				(ACCY 112)
FIN 136 – Modern Portfolio Management				(FIN 101)
MKTG 115 – Marketing Analytics				(MKTG 101; and either DS 101 or MKTG 121)
MKTG 188 – Supply Chain Analytics				(OPM 101)